



TRUE CUSTOM PRIVATE LABEL HEADWEAR



**2025
SHADE
HEADWEAR
PROGRAM**

OUR STORY

DISCOVER SHADE HEADWEAR

At Shade Headwear, it's not about us—it's about you. Our mission is to elevate your brand through custom private-label headwear, allowing your brand to make a bold statement. We help you tell your story with headwear that speaks volumes.

WHY SHADE HEADWEAR?

Our team members are passionate about the great outdoors, craft beer, golf, and, of course, creating cool custom headwear. With over five decades of combined experience in design, sourcing, and branding, we've perfected the art of bespoke headwear solutions.

Ready to elevate your brand with our expertise? Let's craft headwear that tells your story in style. And yes, we do love craft beer—cheers to that!

PROGRAM DEETS

Discover the ultimate custom private-label headwear program. We stand out not because we're the only ones who can do it, but because of how we do it. With minimal rules & restrictions, in our program we empower you to control the design outcome.

BRAND FOCUSED

Your headwear should highlight your brand, not ours. We promise to keep your headwear free from unnecessary supplier graphics, stickers, and tags, ensuring a clean and professional shelf appeal.

CUSTOMIZATION AT ITS BEST

Our private-label solution starts from scratch. Each hat is individually constructed, allowing you to control every detail. From fabric colors to stitching, panels, eyelets, buttons, and undervisors, you have the flexibility to customize every element, ensuring your design stands out.

ELEVATE YOUR BRAND

Partner with us to create the perfect hat that elevates your brand. Let's craft headwear solutions that truly represents you, with unmatched quality and a flawless finish.



144 144 PIECE TOTAL ORDER UP TO 3 STYLES OF 48 PIECES
24 PIECES PER FABRIC COLOR



30-35 DAYS PRODUCTION
From final art approval



EXPECTED ART TURN TIME OF 5-7 BUSINESS DAYS
Could be up to 10-14 days during peak seasons



5-7 DAYS SHIPPING AVERAGE LANDED TIME
Could be longer during peak seasons



FREE CUSTOM INTERIOR PRIVATE LABEL ON ORDERS OVER 144 PIECES
Below 144 pieces add \$.50 per unit



MOST HAT STYLES HAVE SELF FABRIC INNER LINER
Reduces Sweat Stains & Hides Front Panel Appliqué Affects



QUANTITY BREAKS AT 144/288/576 PER STYLE
MQQ quotes available for larger quantities.



NO SET-UP OR DIGITIZING FEE'S



FREE CONTRAST COLOR OPTIONS FABRIC PANELS, BUTTON, EYELETS, STITCHING, UNDER VISOR



MILLIONS OF POSSIBLE CUSTOM COMBINATIONS

NEW

ENHANCED ORDER FLEXIBILITY

EMBROIDERY OPTIONS

Customers can now change embroidery colors every 24 pieces within a style. Eligible embroidery types include: Flat, 3D Puff, Pearl Chain Stitch, Flatlock Stitch and other select combinations.

*Custom appliques and printing still require 48 pieces per graphic/style.

FABRIC CUSTOMIZATION

We've expanded our fabric customization options. Now, you can:

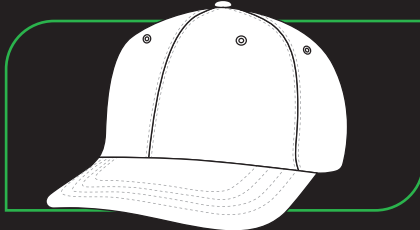
- Change fabric colors every 24 pieces within a 48-piece style.
- Change fabric types every 24 pieces within a 48-piece style, as long as they belong to the same family (see below).

FABRIC FAMILIES

- **Cotton Family:** Cotton Twill, Heather Twill, Cotton Rip Stop, Vintage Washed Twill (including Trucker Mesh)
- **Active Poly Family:** Active Poly, Active Poly Lite, ActiveTech+, ActiveDri Poly+, MicoWick (including perforation options)

EASY TO ORDER IN SIX EASY STEPS

STEP 1
Choose a shape or style



HAT, VISOR, BUCKET, KNIT

STEP 2
Choose a visor shape



CURVE, FLAT, SLIGHT CURVE

STEP 3
Choose fabric & color



SOLID COLOR, CONTRAST PANELS

STEP 4
Choose an embellishment
or custom applique options



SEE OPTIONS ON PAGES 20-21

STEP 5
Add custom upgrades & trim
options



SEE OPTIONS ON PAGES 22-30

STEP 6
Choose **FREE** contrast
options



PANELS, VISOR/UNDERSVISOR, BUTTON,
EYELETS, STITCHING

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WHAT'S NEW?

- 
PERFORATED MATERIAL
- 
ANTI-MICROBIAL
- 
LIGHTWEIGHT
- 
QUICKDRYING
- 
WATER RESISTANT
- 
SUN SAFE MATERIAL
- 
RECYCLED MATERIAL
- 
MOISTURE WICKING

RESET | Shape 1

We've all been in search of the perfect unisex sport hat. It's finally here. We've Reset the industry with its introduction. Whether you are an avid pickleballer, runner, golfer, hiker or just like a form-fitting adventure hat, this is perfection in waiting. Featuring a low-swoop crown, curve visor and two panel construction, we've perfected the fit using sewn in gatherings on the side panels.

Available in ActivePoly, MicroWick+ and ActiveWick+ fabric options.



JULES | Shape 31

Ladies top off your on-course fit with this lightweight, UPF 50 wide brim visor. The memory foam sweatband wicks moisture and provides a comfortable fit. Available in all of our stock fabrics and choose from an array of adjustable closure types. Add on to any existing order in 24pc minimums using an existing Applique type.



FISHER | Shape 22



This stylish mid-profile performance bucket hat features a mid-width EVA Foam visor, four metal grommet eyelets for maximum breathability and extended length adjustable chin cord. For the best functionality ask for it in Microwick+. Add on to any existing order in 24pc minimums using an existing Applique.

Microwick+ is UPF 50, Moisture Wicking, Antimicrobial and Eco Friendly



VINTAGE WASH TWILL







Our New Vintage Washed Cotton Twill offers new flexibility in structured headwear. This new fabric uses a pre-wash instead of post wash process allowing us to offer our customers a washed structured hat option. This meshes up perfectly when combined with our S105 Soft Trucker Mesh for the ultimate washed trucker hat. Shown in our popular Derek Shape 5 Mid-Crown fit.



- CRIMSON
- SURPLUS
- CHARCOAL
- NAVY
- LATTE
- FOREST

WHAT'S NEW?

- 
PERFORATED MATERIAL
- 
ANTI-MICROBIAL
- 
LIGHTWEIGHT
- 
QUICKDRYING
- 
WATER RESISTANT
- 
SUN SAFE MATERIAL
- 
RECYCLED MATERIAL
- 
MOISTURE WICKING

ACTIVETECH+ optional       **+\$1.50**

Not all performance fabrics complete the functional cycle like ActiveTech+. We've given the term full-spectrum functionality a whole new meaning by combining Moisture Wicking, UPF-50 Sun Protection and Anti-Microbial properties to create one of the most versatile performance fabrics in the market.

Available in 11 colors. All 11 can be perforated on-demand.

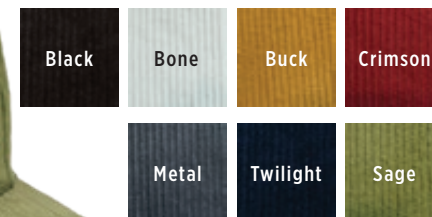


SHOWN IN
RUTLEDGE
Shape 3

WIDE WHALE CORDUROY

Our new wide whale corduroy hits a little different. This 12-whale cord merges softness not normally found in this fabric class with the ability to adapt the final finish with classic ornamentation and styling for the perfect classic corduroy look. Choose from seven rich proprietary colors with softened undertones and create a one-off look your customers can wear with style.

SHOWN IN
RUTLEDGE
Shape 3 | Sage



NEW QUILTED PATTERNS

Designed with confidence. Patterned to set the trend. Desire to look cool. Our trio of machine-stitched quilted designs redefines headwear with three trend-setting patterns crafted from five high-performance polyester fabrics. Elevate your shop's headwear game with these must-have pieces today.

Available in ActivePoly, MicroWick+ ActiveDriPoly, ActiveWick+, ActiveTech+ and Pearl Polyester fabric options.



BRETON



RHOMBUS
"THE ORIGINAL"



GINGHAM

RUTLEDGE 3

MID-HIGH CROWN - STRUCTURED

(A)



SHOWN IN
 FABRIC: ACTIVETECH+ APPLIQUE: 3D RAISED PEARL CHAIN STITCH
 UPGRADES: DESIGNER ROPE + FABRIC UPGRADE + SPECIALTY EMBROIDERY

- ◇ MID-HIGH CROWN PROFILE (AVAILABLE AS 5 OR 6 PANEL)
- ◇ FULL FABRIC -OR- TRUCKER STYLE
- ◇ VISOR OPTIONS:
 - CURVE • SLIGHT CURVE • FLAT
- ◇ CLOSURE OPTIONS:
 - PLASTIC SNAP • ADJ. PLASTIC CLIP • CLOTH STRAP w/ METAL SLIDER
 - VELCRO • TPR RUBBER SNAP

(B)



FABRIC: PEARL POLYESTER
 APPLIQUE: SILICONE RUBBER PATCH
 UPGRADES: DESIGNER ROPE + FABRIC + CUSTOM APPLIQUE

(C)



FABRIC: PEARL POLYESTER
 APPLIQUE: WOVEN LABEL W/ SATIN STITCH PATCH
 UPGRADES: FABRIC + SPECIALTY PRINT

(D)



FABRIC: COTTON TWILL
 APPLIQUE: WOVEN LABEL SATIN STITCH
 UPGRADES: CUSTOM APPLIQUE + DESIGNER ROPE

(E)



FABRIC: WIDE WHALE CORDUROY
 APPLIQUE: SOLID FLAT FILL EMBROIDERY
 UPGRADES: FABRIC

(F)



FABRIC: ACTIVE POLY
 APPLIQUE: HIGH DENSITY SCREEN PRINT
 UPGRADES: COTTON ROPE + CUSTOM APPLIQUE + FABRIC UPGRADE

(G)



FABRIC: COTTON TWILL
 APPLIQUE: WOVEN LABEL SATIN STITCH
 UPGRADES: HEAVY BRAIDED ROPE + CUSTOM APPLIQUE



FABRIC: POLY FOAM / TRUCKER MESH
 APPLIQUE: FLAT EMBROIDERY



FABRIC: POLY FOAM / TRUCKER MESH
 APPLIQUE: HIGH DENSITY PRINT
 UPGRADES: CUSTOM APPLIQUE



FABRIC: POLY FOAM / TRUCKER MESH
 UPGRADES: SUBLIMATION PRINT



FABRIC: POLY FOAM / TRUCKER MESH
 UPGRADES: PUFF PRINT + DESIGNER ROPE



FABRIC: POLY FOAM / S105 SOFT TRUCKER MESH
 APPLIQUE: SOLID FILL FLAT EMBROIDERY
 UPGRADES: NYLON TRUCKER ROPE + CUSTOM APPLIQUE



FABRIC: POLY FOAM / S105 SOFT TRUCKER MESH
 APPLIQUE: WOVEN LABEL RAISED EMBROIDERED EDGE
 UPGRADES: HEAVY BRAIDED ROPE + CUSTOM APPLIQUE

4 CLIFF

HIGH CROWN FOAMY TRUCKER - STRUCTURED



SHOWN IN
 FABRIC: POLY FOAM / TRUCKER MESH APPLIQUE: CUSTOM SUBLIMATION
 UPGRADES: SUBLIMATION PRINT

- ◇ MID-HIGH CROWN PROFILE
- ◇ AVAILABLE w/ TRUCKER MESH BACK PANELS ONLY
- ◇ VISOR OPTIONS:
 - CURVE
 - SLIGHT CURVE
 - FLAT
- ◇ CLOSURE OPTIONS:
 - PLASTIC SNAP
 - TPR RUBBER SNAP

DEREK 5

REGULAR CROWN - STRUCTURED

(A)



SHOWN IN
 FABRIC: COTTON TWILL APPLIQUE: SUBLIMATED POLY PATCH W/ SATIN STITCH
 UPGRADES: CUSTOM APPLIQUE + HEAVY COTTON ROPE

- ◇ CLASSIC FIT (AVAILABLE AS 5 OR 6 PANEL)
- ◇ FULL FABRIC -OR- TRUCKER STYLE
- ◇ VISOR OPTIONS:
 - CURVE
 - SLIGHT CURVE
 - FLAT
- ◇ CLOSURE OPTIONS:
 - PLASTIC SNAP
 - CLOTH STRAP W/ METAL SLIDER
 - TPR RUBBER SNAP
 - ADJ. PLASTIC CLIP
 - LEATHER STRAP W/ BUCKLE
 - D-RING ELASTIC LOOP D RING W/ VELCRO STRAP

(B)



FABRIC: ACTIVEWICK+
 APPLIQUE: WOVEN LABEL W/ SATIN STITCH PATCH
 UPGRADES: FABRIC UPGRADE + CUSTOM APPLIQUE

(C)



FABRIC: MICRO CORDUROY / S105 SOFT TRUCKER MESH
 APPLIQUE: WOVEN LABEL W/ SATIN STITCH PATCH
 UPGRADES: FABRIC UPGRADE + CUSTOM APPLIQUE

(D)



FABRIC: POLY TWILL
 APPLIQUE: CUSTOM SUBLIMATION
 UPGRADES: SPECIALTY PRINT

(E)



FABRIC: MICRO CORDUROY
 APPLIQUE: SCREEN PRINTED LEATHER PATCH
 UPGRADES: CUSTOM APPLIQUE + FABRIC

(F)



FABRIC: PEARL POLYESTER + S105 SOFT TRUCKER MESH
 APPLIQUE: WOVEN LABEL W/ JUMP STITCH
 UPGRADES: CUSTOM APPLIQUE + FABRIC

(G)



FABRIC: POLY TWILL + S105 TRUCKER MESH
 APPLIQUE: WOVEN LABEL W/ SATIN STITCH
 UPGRADES: SPECIALTY PRINT + NYLON ROPE



FABRIC: POLY TWILL + ACTIVE DRI POLY QUILTED PANEL + S105 SOFT TRUCKER MESH
APPLIQUE: SCREEN PRINTED LEATHER PATCH
UPGRADES: FABRIC + CUSTOM APPLIQUE + SPECIALTY PRINTING + QUILTED PANELS



FABRIC: COTTON TWILL + POLY TWILL + TRUCKER MESH
APPLIQUE: WOVEN LABEL SATIN STITCH
UPGRADES: FABRIC + CUSTOM APPLIQUE + QUILTED PANELS



FABRIC: PEARL POLYESTER + TRUCKER MESH
APPLIQUE: RAISED SATIN STITCH
UPGRADES: FABRIC + CUSTOM APPLIQUE + CUSTOM QUILTED FABRIC PANELS



FABRIC: COTTON TWILL + POLY TWILL + TRUCKER MESH
APPLIQUE: SCREEN PRINTED LEATHER PATCH
UPGRADES: CUSTOM APPLIQUE + SPECIALTY PRINTING



FABRIC: COTTON TWILL + POLY TWILL + TRUCKER MESH
APPLIQUE: WOVEN LABEL SATIN STITCH
UPGRADES: FABRIC + CUSTOM APPLIQUE + SPECIALTY PRINTING



FABRIC: ACTIVE POLY + PERFORATED ACTIVE POLY BACK PANELS
APPLIQUE: 3D RAISED + FLAT EMBROIDERY
UPGRADES: FABRIC + PERFORATED PANELS

8 WOODWARD

MODERN SIX PANEL - STRUCTURED



SHOWN IN
FABRIC: HEATHER TWILL + ACTIVE DRI POLY QUILTED PANELS + S105 SOFT TRUCKER MESH
APPLIQUE: FLAT EMBROIDERY
UPGRADES: FABRIC + CUSTOM APPLIQUE + SPECIALTY ROPE + QUILTED PANEL

- ◇ HYBRID 6-PANEL
- ◇ FULL FABRIC -OR- TRUCKER STYLE BACK PANELS
- ◇ VISOR OPTIONS:
 - CURVE
 - SLIGHT CURVE
 - FLAT
- ◇ CLOSURE OPTIONS:
 - PLASTIC SNAP
 - ADJ. PLASTIC CLIP
 - CLOTH STRAP w/ METAL SLIDER
 - TPR RUBBER SNAP

WILSON 18

RUNNER / CAMPER - UNSTRUCTURED

(A)



SHOWN IN
 FABRIC: UNSTRUCTURED MERINO WOOL APPLIQUE: FLAT LOCK STITCH EMBROIDERY
 UPGRADES: FABRIC + VISOR BINDING + PLIABLE VISOR +CUSTOM EMBROIDERY

- ◇ 5-PANEL RUNNER / CAMPER HAT
- ◇ FULL FABRIC -OR- TRUCKER MESH SIDES -OR- PERFORATED PANELS
- ◇ VISOR OPTIONS:
 - CURVE • SLIGHT CURVE • FLAT
 - EVA FLAT PACKABLE VISOR W/ VISOR BINDING
- ◇ CLOSURE OPTIONS:
 - PLASTIC SNAP • ADJ. PLASTIC CLIP • CLOTH STRAP W/ METAL SLIDER
 - D-RING ELASTIC LOOP D RING W/VELCRO STRAP

(B)



FABRIC: UNSTRUCTURED PREMIUM NYLON
 APPLIQUE: FLAT LOCK STITCH EMBROIDERY
 UPGRADES: FABRIC + VISOR BINDING + PLIABLE VISOR +CUSTOM EMBROIDERY

(C)



FABRIC: UNSTRUCTURED ACTIVEPOLY
 APPLIQUE: WOVEN LABEL W/ JUMP STITCH
 UPGRADES: FABRIC + PLIABLE VISOR + VISOR BINDING +CUSTOM APPLIQUE

(D)



FABRIC: UNSTRUCTURED PEARL POLYESTER + S105 SOFT TRUCKER MESH
 APPLIQUE: WOVEN LABEL W/ SATIN STITCH
 UPGRADES: FABRIC + CUSTOM APPLIQUE

(E)



FABRIC: UNSTRUCTURED HEATHER TWILL
 APPLIQUE: WOVEN LABEL W/ JUMP STITCH
 UPGRADES: FABRIC + CUSTOM APPLIQUE

(F)



FABRIC: UNSTRUCTURED NYLON
 APPLIQUE: FLAT EMBROIDERY
 UPGRADES: FABRIC + CUSTOM SUBLIMATED FABRIC

(G)



FABRIC: UNSTRUCTURED PEARL POLYESTER
 APPLIQUE: WOVEN LABEL W/ SATIN STITCH
 UPGRADES: FABRIC + CUSTOM APPLIQUE + SPECIALTY PRINT

21 **BLAKE**
UNSTRUCTURED



FABRIC: TRUCKER MESH + COTTON TWILL
APPLIQUE: SOLID FILL FLAT EMBROIDERY
UPGRADES: CUSTOM APPLIQUE + SPECIALTY PRINT



FABRIC: UNSTRUCTURED COTTON TWILL
APPLIQUE: SOLID FLAT FILL EMBROIDERY
UPGRADES: DESIGNER ROPE



FABRIC: UNSTRUCTURED COTTON TWILL
APPLIQUE: FLAT EMBROIDERY ON A FELT PATCH
UPGRADES: CUSTOM APPLIQUE



FABRIC: UNSTRUCTURED ACTIVE POLY
APPLIQUE: FLAT EMBROIDERY
UPGRADES: FABRIC + NYLON ROPE



FABRIC: UNSTRUCTURED ACTIVE DRIPOLY W/ QUILTED FRONT PANELS
APPLIQUE: WOVEN LABEL W/ SATIN STITCH
UPGRADES: FABRIC + QUILTED FRONT PANEL + CUSTOM APPLIQUE



FABRIC: UNSTRUCTURED COTTON TWILL
APPLIQUE: FLAT PEARL CHAIN STITCH
UPGRADES: SPECIALTY EMBROIDERY + HEAVY COTTON ROPE



SHOWN IN
FABRIC: UNSTRUCTURED ACTIVE POLY **APPLIQUE:** FLAT EMBROIDERY
UPGRADES: FABRIC + DESIGNER ROPE + VISOR SANDWICH

- ◇ "GRANDPA" / SURFER HAT (AVAILABLE AS 5 OR 6 PANEL)
- ◇ FULL FABRIC -OR- TRUCKER STYLE
- ◇ VISOR OPTIONS:
 - CURVE • SLIGHT CURVE • FLAT
 - EVA FLAT PACKABLE VISOR w/ VISOR BINDING
- ◇ CLOSURE OPTIONS:
 - PLASTIC SNAP • ADJ. PLASTIC CLIP • CLOTH STRAP w/ METAL SLIDER
 - TPR RUBBER SNAP • D-RING ELASTIC LOOP D RING W/VELCRO STRAP

LUKE 23

REGULAR CROWN - UNSTRUCTURED

(A)



SHOWN IN FABRIC: UNSTRUCTURED VINTAGE WASH COTTON TWILL APPLIQUE: FLAT EMBROIDERY UPGRADES: FABRIC

- ◇ THE ULTIMATE “DAD” HAT
- ◇ FULL FABRIC -OR- TRUCKER STYLE
- ◇ VISOR OPTIONS:
 - CURVE
 - SLIGHT CURVE
 - FLAT ROUND CORNERS
 - FLAT
- ◇ CLOSURE OPTIONS:
 - PLASTIC SNAP
 - VELCRO STRAP
 - TPR RUBBER SNAP
 - ADJ. PLASTIC CLIP
 - LEATHER STRAP W/ BUCKLE

(B)



FABRIC: UNSTRUCTURED COTTON TWILL
APPLIQUE: WOVEN LABEL W/ JUMP STITCH
UPGRADES: WASH + CUSTOM APPLIQUE

(C)



FABRIC: UNSTRUCTURED COTTON TWILL
APPLIQUE: FLAT EMBROIDERY
UPGRADES: WASH

(D)



FABRIC: UNSTRUCTURED HEATHER TWILL
APPLIQUE: DIECUT FELT PATCH W/ JUMP STITCH
UPGRADES: FABRIC + CUSTOM APPLIQUE

(E)



FABRIC: COTTON TWILL
APPLIQUE: WOVEN LABEL SATIN STITCH
UPGRADES: FABRIC + CUSTOM APPLIQUE

(F)



FABRIC: UNSTRUCTURED COTTON TWILL
APPLIQUE: EMBROIDERY ON TWILL PATCH
UPGRADES: CUSTOM APPLIQUE

(G)



FABRIC: UNSTRUCTURED MICRO CORDUROY
APPLIQUE: FLAT EMBROIDERY
UPGRADES: FABRIC

PINKSTON ②

ADJUSTABLE HIGH CROWN

Ⓐ



FABRIC: COTTON TWILL
 APPLIQUE: WOVEN LABEL W/ SATIN STITCH
 UPGRADES: CUSTOM APPLIQUE

Ⓑ



FABRIC: MELTON WOOL
 APPLIQUE: 3D RAISED EMBROIDERY
 UPGRADES: FABRIC UPGRADE + 3D EMBROIDERY

MITCH ⑥

STRETCH FIT - MID HIGH CROWN

Ⓐ



FABRIC: COTTON TWILL
 APPLIQUE: WOVEN LABEL W/ SATIN STITCH
 UPGRADES: CUSTOM APPLIQUE

Ⓑ



FABRIC: ACTIVE POLY
 APPLIQUE: 3D RAISED EMBROIDERY
 UPGRADES: FABRIC UPGRADE + 3D EMBROIDERY

PITCH ⑦

STRETCH FIT - HIGH CROWN

Ⓐ



FABRIC: COTTON TWILL
 APPLIQUE: 3D RAISED EMBROIDERY / SOLID FILL FLAT EMBROIDERY
 UPGRADES: 3D EMBROIDERY

Ⓑ



FABRIC: ACTIVE MESH
 APPLIQUE: 3D RAISED EMBROIDERY / SOLID FILL FLAT EMBROIDERY
 UPGRADES: FABRIC UPGRADE + 3D EMBROIDERY

BURTON 9

ADJUSTABLE - MID PROFILE W/
STRETCH FLEX SWEATBAND



FABRIC: PEARL POLYESTER + PERFORATED BACK PANELS
APPLIQUE: FLAT EMBROIDERY
UPGRADES: FABRIC + SWEATBAND

LANDON 15

VISOR - LOW CROWN



FABRIC: PEARLY POLYESTER
APPLIQUE: SILICONE RUBBER PATCH
UPGRADES: FABRIC + CUSTOM APPLIQUE

BOONIE 16



FABRIC: PEARL POLYESTER
APPLIQUE: SOLID FILL FLAT EMBROIDERY
UPGRADES: FABRIC
Available with or without snaps

LANCE 17

LOW PROFILE PERFORMANCE



FABRIC: PEARL POLYESTER
APPLIQUE: FLAT EMBROIDERY
UPGRADES: FABRIC
Low profile performance hat

HARRINGTON 19

VISOR - HIGH CROWN



FABRIC: PEARL POLYESTER
APPLIQUE: 3D RAISED PEARL CHAIN STITCH
UPGRADES: SPECIALTY EMBROIDERY

BUCKET 24



FABRIC: ACTIVE POLY
APPLIQUE: FLAT EMBROIDERY
UPGRADES: FABRIC + SPECIALTY PRINT

BRONSON 10



FABRIC: WIDE CUFF MID-WEIGHT JERSEY KNIT
APPLIQUE: SCREEN PRINTED LEATHER CLIP LABEL
UPGRADES: CUSTOM APPLIQUE

FALLON 11



FABRIC: CLASSIC DOUBLE LAYER JERSEY KNIT
APPLIQUE: WOVEN LABEL W/ MERROWED EDGE
UPGRADES: CUSTOM APPLIQUE

RYDER 12



FABRIC: SOFT WAFFLE KNIT
APPLIQUE: SCREEN PRINTED LEATHER CLIP LABEL
UPGRADES: CUSTOM APPLIQUE

SLOAN 13



FABRIC: WIDE CUFF LIGHTWEIGHT LYCRA KNIT
APPLIQUE: WOVEN LABEL W/ JUMP STITCH
UPGRADES: CUSTOM APPLIQUE

GARY 14



FABRIC: JERSEY KNIT JACQUARD W/ POM
UPGRADES: POM

PORTER 20



FABRIC: 2X2 SHALLOW RIB KNIT
APPLIQUE: WOVEN LABEL W/ JUMP STITCH
UPGRADES: CUSTOM APPLIQUE

*Available in solid color or 2x2 twist

JUDY 25



FABRIC: CABLE OR CHAIN CABLE KNIT
APPLIQUE: WOVEN LABEL W/ JUMP STITCH
UPGRADES: CUSTOM APPLIQUE + FAUX FUR POM

SMITH 26



FABRIC: ACRYLIC SHALLOW RIB KNIT
APPLIQUE: WOVEN CLIP LABEL W/ JUMP STITCH
UPGRADES: CUSTOM APPLIQUE

KYLE 27



FABRIC: 2X2 HEAVY SHALLOW RIB 100% ACRYLIC KNIT
APPLIQUE: WOVEN LABEL W/ RAISED SATIN STITCH
UPGRADES: CUSTOM APPLIQUE

DOC 28



FABRIC: SOFT JERSEY RIB KNIT
APPLIQUE: WOVEN LABEL W/ RAISED SATIN STITCH
UPGRADES: CUSTOM APPLIQUE

STANLEY 29



FABRIC: RECYCLED RIBBED KNIT
APPLIQUE: SOLID FILL FLAT EMBROIDERY

MARLEY 30



FABRIC: ACRYLIC BLEND KNIT W/ SHALLOW RIB CUFF W/ POM



DESIGN GUIDE

FABRIC & COLOR PALETTE • CUSTOM APPLIQUES • VISOR SHAPES • CLOSURE OPTIONS • VISOR ROPES • CUSTOM PRINT PATTERNS

FABRIC & COLOR PALETTE

COTTON TWILL

| | |
|---------------|-----------------|
| WHITE | MAROON |
| BONE | PINK |
| BLACK | NAVY |
| CHARCOAL | TWILIGHT |
| METAL | SLATE |
| STEEL | SKY |
| KHAKI | CAROLINA |
| LATTE | ELECTRIC |
| BROWN | ROYAL |
| BUCK | MINT |
| TEXAS ORANGE | FOREST |
| ORANGE | GREEN |
| NUGGET | OLIVE |
| YELLOW | SURPLUS |
| COPPER | BIRCH |
| MUSTARD | SAGE |
| RED | PURPLE |
| SCARLET | BLACK/GRAY CAMO |
| CRIMSON | BRIGHT CAMO |
| NEW ARMY CAMO | FADED CAMO |

HEATHER TWILL +\$1

| | |
|-----------------|------------------|
| GRAY HEATHER | NAVY HEATHER |
| BLACK HEATHER | OLIVE HEATHER |
| DOE HEATHER | CAROLINA HEATHER |
| CRIMSON HEATHER | |

VINTAGE WASHED COTTON TWILL +\$1

| | |
|----------|--------|
| CRIMSON | NAVY |
| SURPLUS | LATTE |
| CHARCOAL | FOREST |

NEW 280G COTTON RIP STOP +\$1

| | |
|-------|----------|
| WHITE | CRIMSON |
| BLACK | NAVY |
| STEEL | CHARCOAL |
| KHAKI | SURPLUS |
| MOCHA | GREEN |

TRUCKER MESH

| | |
|----------|----------|
| WHITE | CRIMSON |
| BLACK | MAROON |
| CHARCOAL | PINK |
| METAL | NAVY |
| STEEL | CAROLINA |
| KHAKI | ROYAL |
| LATTE | PURPLE |
| BROWN | GREEN |
| BIRCH | FOREST |
| ORANGE | SAGE |
| YELLOW | |
| SCARLET | |

ECOMESH-TRUCKER MESH +50¢

| | |
|-------|---------|
| WHITE | RED |
| BLACK | KHAKI |
| METAL | SURPLUS |
| NAVY | |

Recycled Trucker Mesh 

S105 SOFT TRUCKER MESH

| | |
|----------|----------|
| WHITE | RED |
| BLACK | ORANGE |
| CHARCOAL | YELLOW |
| STEEL | NAVY |
| KHAKI | CAROLINA |
| BROWN | |

MICRO-CORDUROY +\$1

| | |
|-------|---------|
| WHITE | MAROON |
| STEEL | OLIVE |
| BLACK | SLATE |
| NAVY | MUSTARD |
| CAMEL | CREAM |

NEW WIDE WHALE CORDUROY +\$1

| | |
|----------|---------|
| BONE | BUCK |
| MIDNIGHT | CRIMSON |
| BLACK | SAGE |
| METAL | |

NEW 57732 ACTIVE POLY LITE +\$1.50

| | |
|----------|----------|
| CORAL | CHARCOAL |
| BLACK | SAGE |
| ORANGE | BROWN |
| TWILIGHT | PUTTY |

*Also available with perforation



6510 ACTIVE POLY +\$1

| | |
|----------|---------|
| WHITE | MUSTARD |
| BLACK | NAVY |
| CHARCOAL | SLATE |
| CREAM | SURPLUS |
| CRIMSON | GREEN |
| TWILIGHT | |

*Also available with perforation



ACTIVE DRY POLY +\$1.50

| | |
|----------|---------|
| WHITE | KHAKI |
| BLACK | CRIMSON |
| CHARCOAL | NAVY |
| STEEL | OLIVE |

UPF 50 + ANTI-MICROBIAL + MOISTURE WICKING

*Also available with perforation



FABRIC & COLOR PALETTE

ACTIVETECH+ +\$.150

| | |
|------------------|-----------|
| WHITE | KHAKI |
| BLACK | CRIMSON |
| BLACK HEATHER | GREEN |
| TWILIGHT HEATHER | LATTE |
| CHARCOAL | BUCK |
| STEEL | DARK BLUE |
| LIGHT BLUE | SURPLUS |

LIGHTWEIGHT + UPF 50 + ANTI-MICROBIAL + MOISTURE WICKING

*Also available with perforation



MICROWICK+ +\$.150

| | |
|---------|-------|
| WHITE | KHAKI |
| BLACK | RED |
| SURPLUS | NAVY |

LIGHTWEIGHT + UPF 50 + ANTI-MICROBIAL + MOISTURE WICKING + RECYCLED MATERIALS

*Also available with perforation



ACTIVE WICK +\$.1

| | |
|----------|--------|
| WHITE | PINK |
| BLACK | NAVY |
| CHARCOAL | FOREST |
| STEEL | GREEN |
| YELLOW | PURPLE |
| SCARLET | |

STRETCH TWILL +\$.1

| | |
|-------|---------|
| WHITE | SCARLET |
| BLACK | NAVY |
| STEEL | ROYAL |

ACTIVE MESH +\$.1

| | |
|----------|----------|
| WHITE | PINK |
| BLACK | NAVY |
| CHARCOAL | CAROLINA |
| METAL | ROYAL |
| STEEL | FOREST |
| YELLOW | GREEN |
| SCARLET | PURPLE |
| CRIMSON | |

PEARL POLY +\$.1

| | |
|----------|----------|
| WHITE* | SCARLET |
| BLACK* | MAROON |
| CHARCOAL | PINK |
| STEEL* | NAVY* |
| KHAKI* | ROYAL |
| BROWN | CAROLINA |
| MUSTARD | AQUA |
| ORANGE | FOREST |
| RED | YELLOW |
| GREEN | |

*Also available with perforation



POLY FOAM

| | |
|--------------|---------|
| WHITE | SCARLET |
| BLACK | PINK |
| CHARCOAL | NAVY |
| STEEL | ROYAL |
| BUCK | AQUA |
| TEXAS ORANGE | MINT |
| ORANGE | GREEN |
| YELLOW | OLIVE |

6511 NYLON +\$.1

| | |
|----------|----------|
| CHARCOAL | BUTTER |
| METAL | SALMON |
| STEEL | CAROLINA |
| BUCK | LIME |

FELT +\$.1

| | |
|---------|--------|
| WHITE* | ORANGE |
| CREAM | BUCK |
| CRIMSON | GREEN |
| BLACK | PINK |
| STEEL | BROWN |
| NAVY | |

*Only available for Applique

KNIT

| | |
|---------|-------------|
| WHITE | NAVY |
| BLACK | SLATE |
| STEEL | CAROLINA |
| KHAKI | ELECTRIC |
| BROWN | ROYAL |
| BUCK | MINT |
| ORANGE | FOREST |
| YELLOW | GREEN |
| MUSTARD | LIME |
| SCARLET | SURPLUS |
| MAROON | BIRCH |
| PINK | DEEP ORANGE |
| ROSE | SAGE |

MARLED KNIT +\$.1

| | |
|----------------|-------------|
| LIGHT GRAY | LIGHT BLUE |
| LIGHT CHARCOAL | LIGHT GREEN |
| LIGHT RED | |

*Only available on Shape 30

RECYCLED KNIT +\$.1

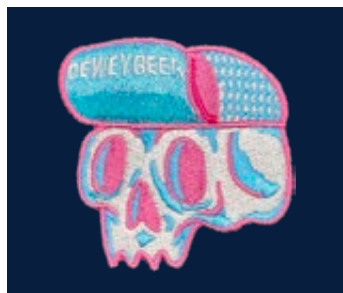
| | |
|-------|---------|
| WHITE | CRIMSON |
| BLACK | NAVY |
| STEEL | SAGE |
| KHAKI | |

*Only available on Shape 29

CUSTOM APPLIQUES / EMBROIDERY



FLAT EMBROIDERY*
*INCLUDED IN BASE COST



SOLID FLAT FILL EMBROIDERY W/
FLAT EMBROIDERY OUTLINE



FLAG EMBROIDERY +\$1.50



3D PUFF RAISED EMBROIDERY +\$1.50



3D PUFF RAISED EMBROIDERY +
FLAT EMBROIDERY +\$1.5



IN-LINE RAISED EMBROIDERY +\$1



3D RAISED PEARL CHAIN
STITCH EMBROIDERY +\$1



FLAT PEARL CHAIN STITCH
EMBROIDERY +\$1



FLATLOCK STITCH EMBROIDERY +\$1

NEW



BACK CROSS STITCH W/
RAISED EDGE +\$1.50

NEW



RAISED SATIN STITCH +\$1.50

NEW



NEEDLE HAND STITCH +\$2



CUSTOM APPLIQUES / LABELS & PATCHES



WOVEN LABEL W/ JUMP STITCH +\$0¢



WOVEN LABEL W/ SATIN STITCH +\$1.50



WOVEN LABEL W/ MERROWED EDGE +\$1.50



WOVEN LABEL W/ RAISED EDGE +\$1.50



SUBLIMATED POLY PATCH W/ MERROWED EDGE +\$1.50



EMBROIDERED TWILL PATCH +\$1.50



EMBROIDERY ON FELT PATCH +\$1.50



3D RAISED EMBROIDERY ON WASHED FRAYED TWILL PATCH +\$2



SCREEN PRINT ON WASHED FRAYED TWILL PATCH +\$2



HIGH DENSITY SCREEN PRINT +\$1



FELT PATCH W/ JUMP STITCH +\$1.50
*MINIMUM ORDER 96 PCS
*SEE COLORS PG 19



PRINTED LEATHER PATCH W/ JUMP STITCH +\$1.50
*AVAILABLE IN BROWN, TAN, AND GRAY

NEW



HIGH DENSITY PRINT ON FABRIC PATCH W/ SATIN STITCH +\$2



SILICONE RUBBER PATCH +\$4
+ MOLD FEE | UP TO 5-COLORS

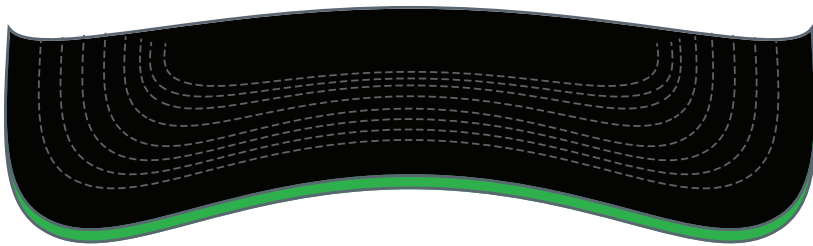
NEW



PUFF PRINT +\$2

VISOR SHAPES

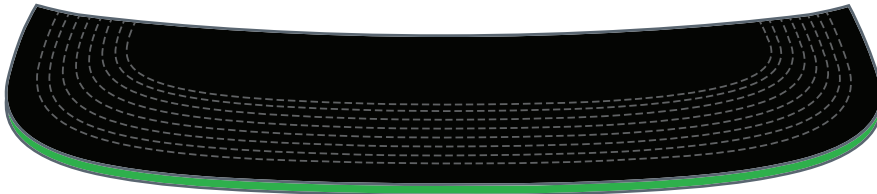
CURVED



SLIGHT CURVE



FLAT (SQUARE OR ROUNDED CORNERS)



CLOSURE OPTIONS

TOP SIDE PONYTAIL +1 CLOSURE



PLASTIC SNAP

NEW



TPR RUBBER SNAP +50¢

*AVAILABLE IN BLACK, WHITE, GRAY, KHAKI



FABRIC W/ METAL SLIDER



VELCRO STRAP



ADJ. NYLON STRAP W/ +50¢ PLASTIC BUCKLE



CLOTH STRAP W/ METAL BUCKLE* +\$1



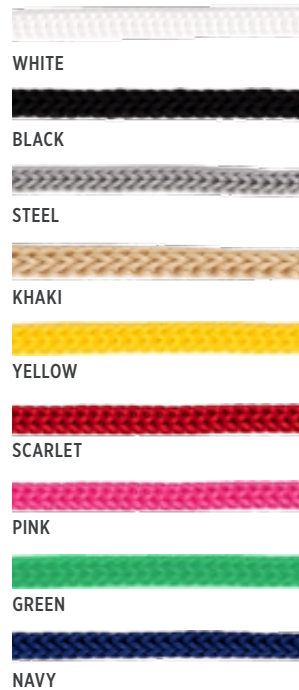
D-RING ELASTIC LOOP D RING W/ VELCRO STRAP



LEATHER STRAP W/ METAL BUCKLE* +\$1.50
*AVAILABLE WITH BRONZE OR NICKEL BUCKLE

VISOR ROPES

NYLON TRUCKER ROPE +50¢



HEAVY BRAIDED TRUCKER ROPE +\$1



HEAVY COTTON CORD +\$.75



DESIGNER COTTON CORD +\$.75



DESIGNER POLYESTER CORD +\$.75



DESIGNER NYLON CORD +\$.75



DROP GRAPHICS



GO-01



GO-02



GO-03



GO-04



GO-05



GO-06



GO-07



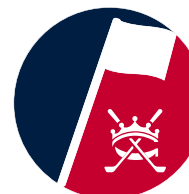
GO-08



GO-09



GO-10



GO-11



GO-12



GO-13



GO-14



GO-15



GO-16



GO-17



GO-18



GO-19



GO-20



GO-21



GO-22



GO-23



GO-24

DROP GRAPHICS



GO-25



GO-26



GO-27



GO-28



GO-29



GO-30



GO-31



GO-32



GO-33



GO-34



GO-35



GO-36



GO-37



GO-38



GO-39



GO-40



GO-41



GO-42



GO-43



GO-44



GO-45



GO-46



GO-47



GO-48

DROP GRAPHICS



GO-49



GO-50



GO-51



GO-52



GO-53



GO-54



GO-55



GO-56



GO-57



GO-58



GO-59



GO-60



GO-61



GO-62



GO-63



GO-64



GO-65



GO-66



GO-67



GO-68



GO-69



GO-70



GO-71



GO-72

DROP GRAPHICS



BRW-01



BRW-02



BRW-03



BRW-04



BRW-05



BRW-06



BRW-07



BRW-08



BRW-09



BRW-10



BRW-11



BRW-12



BRW-13



BRW-14



BRW-15



BRW-16



BRW-17



BRW-18



BRW-19



BRW-20



OD-01



OD-02



OD-03



OD-04

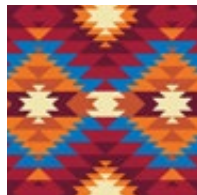
PRINT PATTERNS

DIGITAL PRINT: +\$1.50 / FRONT PANELS or VISOR +\$2 / FRONT PANELS + VISOR +\$4 / WHOLE HAT
 SUBLIMATION: +\$1 / FRONT PANELS or VISOR +\$1.50 / FRONT PANELS + VISOR +\$3 / WHOLE HAT
 PRINT COLORS & SATURATION MAY VARY DEPENDING ON FABRIC SELECTED

DIGITAL OR SUBLIMATION PRINT



CP-001



CP-002



CP-003



CP-004



CP-005



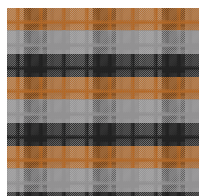
CP-006



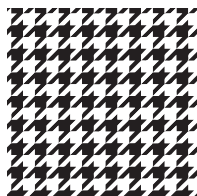
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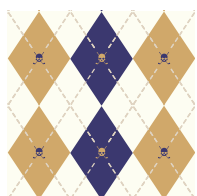
CP-008



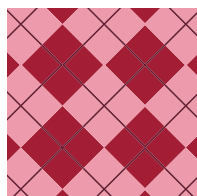
CP-009



CP-010



CP-011



CP-012



CP-013



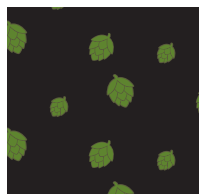
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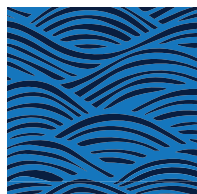
CP-015



CP-016



CP-017



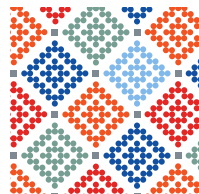
CP-018



CP-019



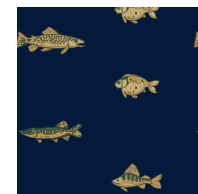
CP-020



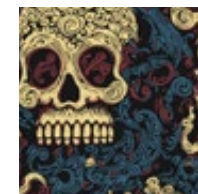
CP-021



CP-022



CP-023



CP-023



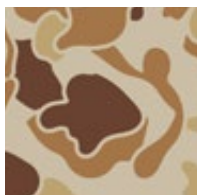
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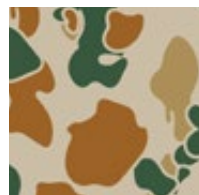
CP-025



CP-026



CP-027



CP-028



CP-029



CP-030

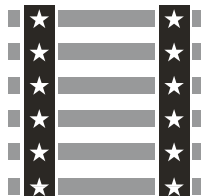


CP-031

PRINT PATTERNS

DIGITAL PRINT: +\$1.50 / FRONT PANELS or VISOR +\$2 / FRONT PANELS + VISOR +\$4 / WHOLE HAT
 SUBLIMATION: +\$1 / FRONT PANELS or VISOR +\$1.50 / FRONT PANELS + VISOR +\$3 / WHOLE HAT
 PRINT COLORS & SATURATION MAY VARY DEPENDING ON FABRIC SELECTED

DIGITAL OR SUBLIMATION PRINT



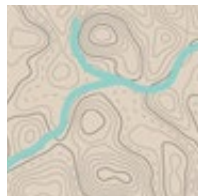
CP-032



CP-033



CP-034



CP-035



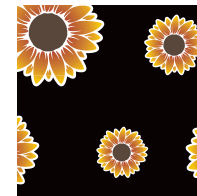
CP-036



CP-037



CP-038



CP-039



CP-040



CP-041



CP-042



CP-043



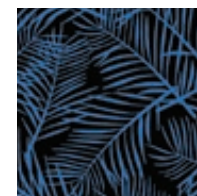
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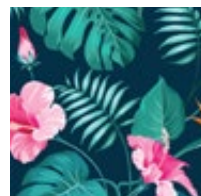
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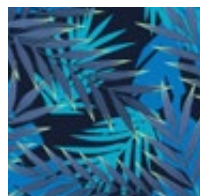
CP-046



CP-047



CP-048



CP-049



CP-050



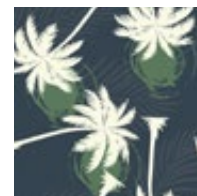
CP-051



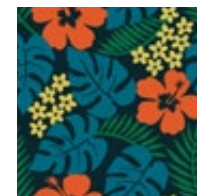
CP-052



CP-053



CP-054



CP-055



CP-056



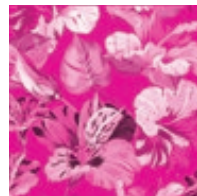
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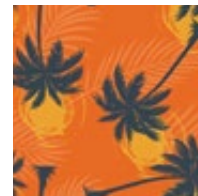
CP-058



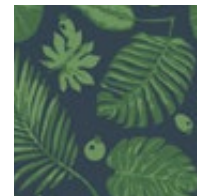
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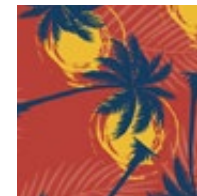
CP-060



CP-061



CP-062



CP-063

POPULAR FONTS

DON'T SEE YOUR BRAND FONT? NO WORRIES, ASK AND WE'LL DO OUR BEST TO ENSURE WE MATCH YOUR BRAND FONTS!

CLARENDON

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

ORPHEUS

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

AKTIV GROTESK

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

PROXIMA NOVA

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

FENWAY PARK

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

BROTHERS

SHADE SHADE BE COOL. STAY COOL. SHADEHEADWEAR.COM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

MENCKEN

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

DEGULAR

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

ALVERATA

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

TABLET GOTHIC

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

BOURBON

SHADE SHADE BE COOL. STAY COOL. SHADEHEADWEAR.COM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

IVY PRESTO

SHADE shade Be cool. Stay cool. shadeheadwear.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

WHAT IS THE STANDARD ORDER MINIMUM?

The standard order minimum is 144 total pieces. Within the 144 pcs order minimum, you can get up to (3) separate styles of 48pcs / 24 per color.

WHAT IS THE STANDARD PRODUCTION LEAD TIME

Our standard production lead time is 30-35 days + 3-5 days shipping (Can be slightly longer during peak seasons).

WHAT IS THE STANDARD ART PRODUCTION LEAD TIME?

Our Standard art turn time is 5-7 business days. During peak seasons it can range from up to 10-14 business days.

DO WE OFFER PRE-PRODUCTIONS SAMPLES?

Generally, we do not offer pre-productions samples. On orders of 576 pcs per style, we can in some cases accommodate the request. But note it can add another 3-4 weeks production time to the order being delivered. Additional costs will apply.

DO WE OFFER CUSTOM GRAPHIC DESIGN SERVICES?

In special circumstances we can offer customers custom design services. Customers will be invoiced for those service as a separate line item on their invoice at an agreed upon rate.

HOW IS ARTWORK SUBMITTED TO CUSTOMERS?

We supply customers with a PDF proof of each headwear design for their approval.

WHAT IS OUR CANCELLATION POLICY?

All hats are built-from-scratch. Therefore, once the order is approved by the customer and submitted to the factory, we will not honor cancellation requests.

WHAT ARE THE BEST FILE TYPES TO USE TO SUBMIT CUSTOMER GRAPHICS?

Our production team uses VECTOR graphics in the formats of (.AI, .PDF, .EPS). .JPEG and .PNG files are low resolution and may require a redraw. We do not use customer supplied digitized graphic files. Additional fees may apply for graphic recreation.

WHAT ARE OUR BILLING PAYMENT TERMS?


We generally expect payment on invoice. But we extend Net10 payment terms upon receiving all required documents (Credit Application, Sales Tax Exempt Form (If applicable) and customer PO. Customers who request specific payment terms must qualify and be approved by management.



Shape 4 • Cliff



B E C O O L . S T A Y C O O L .

 info@shadeheadwear.com  [@shadeheadwear](https://www.instagram.com/shadeheadwear)
 [shadeheadwear.com](https://www.shadeheadwear.com)  800-969-4280 (HATS)

TIFFIN, OH | LITTLETON, CO